

MEN'S FURNISHINGS—Continued.

moist mornings to meet young men, at least, half clothed in leather. It may be that the cloudiness of the London weather gave the tailor his idea, or perhaps he is a crocodile hunter and uses himself as a decoy.

"Fashions in clothes, whether of cut or material, are dropped by the high-class tailors, and cease to be worn by their customers, whenever they become common with the masses, and blue serge has furnished one of the most notable examples of the rule. Every 'ready made' clothing house in the land was stocked full of blue serge suits during the Summer of 1896, 1897 and 1898, and I almost venture to say that no other one material ever had a larger sale. The result was, of course, inevitable. Notwithstanding all this, however, I should not strongly advise against having a double-breasted, dark-blue sack coat of good, rough-grained serge for this Summer. Not a full suit, mind you, or even a waistcoat, but simply a well-made, double-breasted jacket, to wear with white flannel trousers and straw hat. The combination is not only exceedingly neat, cool, and fresh looking, but it is becoming to most men and very effective with some.

"Duck trousers will, it seems, be little worn by the best-dressed men, either for tennis or sailing; flannel is to be the fad of the year. Tennis, by the way, is coming back into favor, if not into fashion, and it would not surprise me greatly to see the links deserted for the courts by the younger set at the various country clubs during the season.

"The shops are now showing a large variety of design in soft-fronted percale and madras shirts, and I have seen some exceedingly pretty ones for \$2 apiece at several good places. Like the stiff-bosomed shirts, the designs are, in the main, in vertical stripes. The cuffs are attached, and, of course, of the link cut. Many of the shirts have a rather low-banded turn-over collar also attached, but it is, I think, not greatly to be desired, if a trifle the most smart. The buttons are of the ordinary pearl kind, and three in number. To distinguish them from the starched shirts, these are usually called outing or negligee shirts, and the names are sufficiently correct in so far as they imply that the soft-bosomed shirt is not to be worn with anything more formal than a sack suit, but not if understood to mean that they are only correct for country wear. They are intended quite as much for town as for the country, and in the Spring and Summer months they are smart with morning clothes.

"Washable ties of madras, similar in color and design to the shirt materials, will no doubt again be worn with lounge suits during the hot weather. They may be bought to match the shirts at many of the haberdashers'; or, ordered of the shirtmakers, to be made of the same material. The shape should be the same as that of the silk string or bow ties. When ordering shirts made, it is a good idea to have an extra pair of cuffs cut for each. Cuffs often become shabby before the rest of the shirt begins to show any signs of wear, and it is easy to have the old pair taken off and the new sewed on without in any way destroying the looks of the sleeves.

Window Cards For Easter.

While it may be true that "in the Spring the young man's fancy turns to love," it is also a fact that the remarkable climatic changes at this season make it necessary for the serious thought of the average Canadian youth to "turn" to his clothes, or rather his need of them.

This thought should be kept in mind in making Easter displays. Even if the display is similar in design or in the goods

shown to what has been exhibited for some time, the window cards should be worded to emphasize the suitability of the goods for the warmer air of Springtime.

If you are showing hats, why not use a card such as "Don't wear an old hat at Easter when you can get new ones like this at from \$1.50 to \$3.50"; "These hats will help you look as you should at Eastertide"; "Easter elegance in hats"; "We have hats at \$3.50, and they are worth it. But, if you cannot afford that, don't keep wearing that old hat of yours as we can give you a new one that looks really respectable from 75c. up." "Look at these hats—now, look at your own—can you afford not to buy one of ours?"

If you are showing clothing, a card like one of these might help to make it win attention: "Be well dressed; it pays; there is no economy in shabbiness." "Easter elegance made easy; notice the price of these suits." "Spring styles like spots of sunshine"; "Fashion's revelations for Spring"; "We have been waiting till you took off your overcoat to sell you one of these new suits—you will have to get one soon, why not at once?"

For a general display, the following hints may help you to prepare your cards: "These ties appeal to your taste, and are not loud in doing it"; "These sox are selling because they are suitable for Spring and Summer"; "Elegance is estimable, especially at Easter—consider these aids to elegance"; "Satisfying shirts for Spring"; "Everything necessary to Eastertide nobbiness"; "Winter has gone. These goods have the air of Spring about—how bright and fresh they look."

Notes of Current Trade.

The premises formerly occupied by the firm of Glover & Brais, on St. James street, Montreal, for their retail establishment, have, on the assignment of that firm, been occupied by A. S. Campbell, manufacturer of semi-ready clothing, for the display of his goods. Mr. Campbell used to manufacture for The Semi Ready Clothing Co., but is now making for himself.

Mr. Lee, manager of the men's furnishing department of S. Greenshields, Son & Co., is at present in the Old Country in the interests of the firm. They expect to be able to show a full line of men's furnishings for Fall in the course of a fortnight.

American styles of suspenders and neckwear, the productions of The Dominion Suspender Co. and The Niagara Neckwear Co., are carried in stock at their Montreal office, 207 St. James street, and by L. A. Bergevin, 111 St. Joseph street, Quebec, and they are always pleased to see their customers there. The Niagara Neckwear Co., Niagara Falls, have had an immense sale on heraldic and flag-design silks since January 1. They are now showing beautiful coloring in greys for high-class trade. Some time during April they expect to show their fine neckwear trade a collection of khaki silks with stripes, purple and lavender, cardinal and white, hunter and lavender, navy and white, Paris and white, and cherry and lavender. Of course, the stripes will be of different sizes, and the ground khaki shades.

The Dominion Suspender Co., Niagara Falls, are showing an important line of suspenders for Summer in washable fabrics and the ventilated mercerized Lisle web for hot weather wear, all their own exclusive productions. They are also showing patriotic suspenders with the Union Jack, British Coat of Arms and the Maple Leaf. Their latest novelty is "Our Bobs" suspender, with the picture of Lord Roberts on the webbing. Their own exclusive novelties, the "President" suspender and the "Manhattan Cast-off" suspender are the exclusive productions of the Dominion Suspender Co.